THIS IS A

WARNER BROS. *Campaign*

"FLAXY MARTIN"

A GIRL WITH A HEART OF ICE!

THE CAST

Flaxy Martin ..... VIRGINIA MAYO
Walter Colby ..... ZACHARY SCOTT
Nora Carson ..... DOROTHY MALONE
Sam Malko .... Tom D'Andrea
Peggy ..... Helen Westcott
Hap Richie....Douglas Kennedy
Roper ..... Elisha Cook, Jr.
First Detective..Douglas Fowley
Second Detective....Monte Blue
Caesar ..... Jack Overman

PRODUCTION STAFF

Produced by Saul Elkins. Directed by Richard Bare. Written by David Lang. Photographed by Carl Guthrie, A.S.C. Art Director, Ted Smith. Film Editor, Frank Magee. Sound by Everett A. Brown. Dialogue Director, John Maxwell. Special Effects by William McGann, Director: Edwin DuPar, A.S.C. Set Decorator, Lyle B. Reifsnider. Makeup Artist, Perc Westmore. Music by William Lava. Orchestrations, Charles Maxwell. Assistant Director, Elmer Decker. Unit Manager, Don Page.

THE STORY

(Not for Publication) Virginia Mayo, unscrupulous show girl, involves Zachary Scott, young lawyer, with mobster Douglas Kennedy. When a girl is murdered and evidence points to Virginia, Scott takes the rap and gets 20 years. Tom D'Andrea gives Scott the clue to the real murderer. Enroute to prison, Scott escapes and is found by Dorothy Malone, who shelters him. Tracked down by one of mobster Kennedy's gunmen, Scott and Dorothy are "taken for a ride," but manage to escape to the city. Scott heads for Virginia's apartment. She admits she double-crossed him. Kennedy arrives and Virginia turns on both men. In the melee Kennedy is killed, before Scott can disarm her. He then locks Virginia in her own apartment with the dead man and calls the police. Dorothy persuades Scott to tell his story to the police and he agrees, knowing that one day they will live a happy life together.

(Running time: 86 minutes)

WARNER BROS.' New Sensation!

STARRING

VIRGINIA MAYO

ZACHARY SCOTT · DOROTHY MALONE

WITH TOM D'ANDREA · HELEN WESTCOTT · DOUGLAS KENNEDY

DIRECTED BY RICHARD BARE WRITTEN BY DAVID LANG

Advertising

Publicity

Exploitation

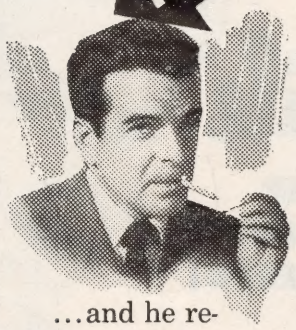
Accessories

Ad Mat 302—3 Col. x 14 5/8 inches (615 lines)

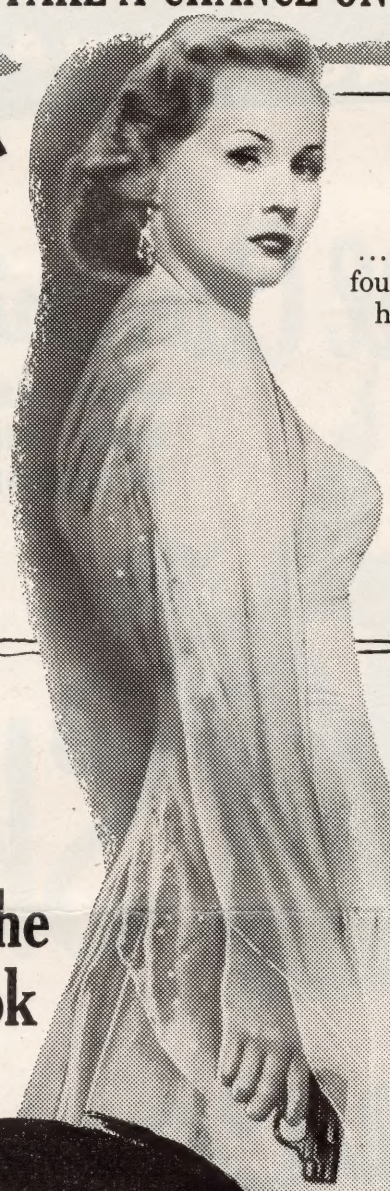
This ad also available in 2-Col. Size. See page 4.

WOULD YOU TAKE A CHANCE ON A GIRL LIKE THIS?

HE DID



...and he remembers her kisses in a prison cell!



HE DID

...and they found him in her arms with a bullet in his back!

THEY DID

...and their search for love became a flight from terror!

Use as Herald! Print Locally.

The Most Notorious Name in the Black Book of Shame is

"Flaxy Martin"

A GIRL WITH A HEART OF ICE!

New Sensation from Warner Bros.

STARRING

VIRGINIA MAYO

ZACHARY **SCOTT** · DOROTHY **MALONE**

WITH

TOM D'ANDREA · HELEN WESTCOTT · DOUGLAS KENNEDY · RICHARD BARE

DIRECTED BY

WRITTEN BY DAVID LANG

Ad Mat 301—3 Col. x 10½ inches (444 lines)

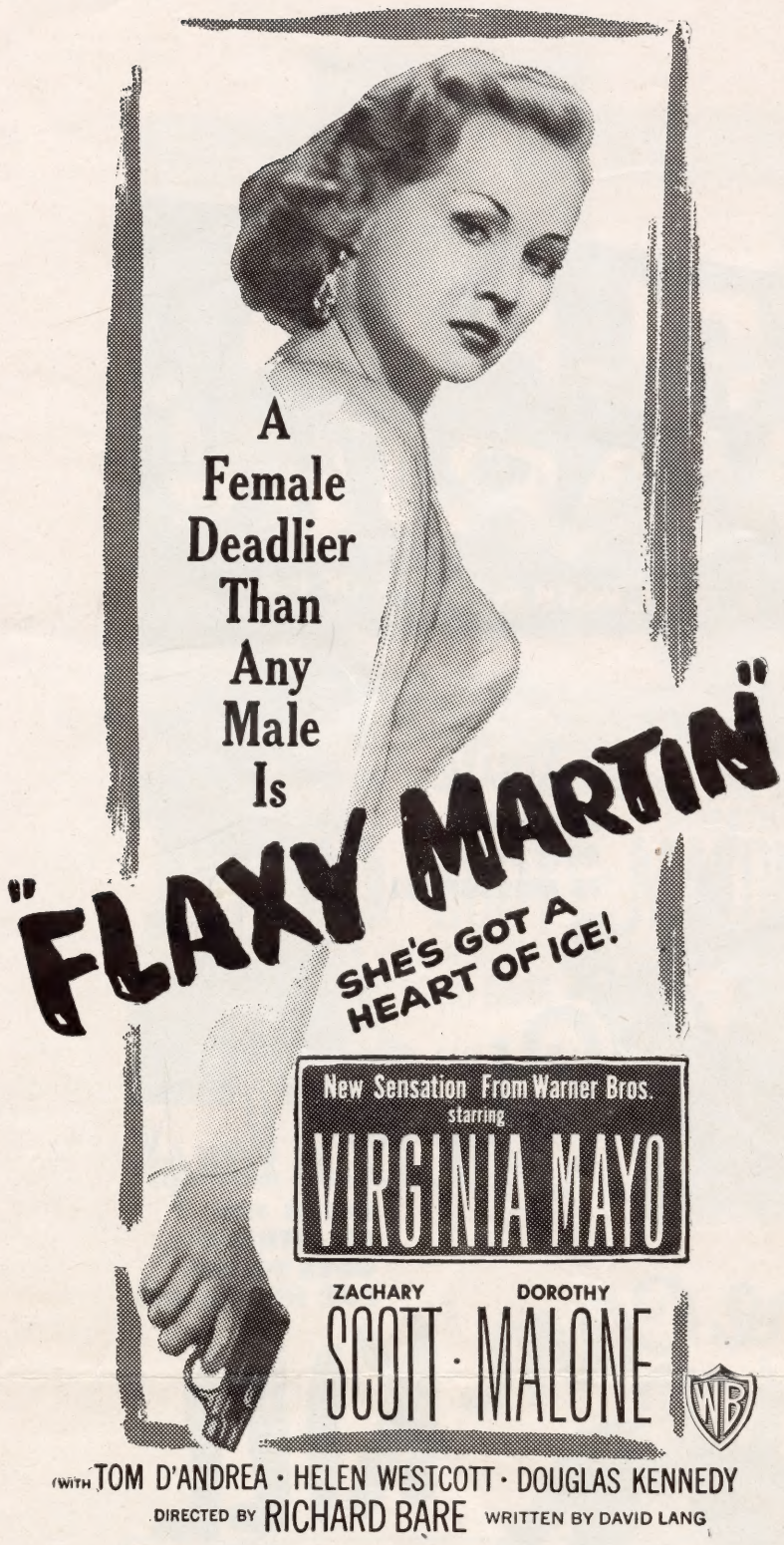
Country of Origin U.S.A. Copyright 1949 Warner Bros. Pictures Distributing Corporation

Ad Mat 103

1 Col. x 8¼ inches (115 lines)

Note! This Ad available in 2 Sizes.

← 1-Col. 2-Col. →



Ad Mat 204—2 Col. x 8 inches (224 lines)

Ad Mat 201—2 Col. x 1 3/8 inches (40 lines)

Ad Mat 205—2 Col. x 9 7/8 inches (274 lines)

This ad available in 3-Col. size. See cover.

Ad Art Used in
This Campaign Available
As 8 x 10's at
National Screen

Ad Mat 102
1 Col. x 4 7/8 inches (68 lines)

BOTH ADS ON ONE MAT

ORDER MAT 101

1 Col. x 1 1/8 inches
(17 lines)

1 Col. x 1¾ inches
(24 lines)

starring WARNER BROS. New Sensation!

VIRGINIA MAYO · ZACHARY SCOTT · DOROTHY MALONE

WITH TOM D'ANDREA · HELEN WESTCOTT · DOUGLAS KENNEDY

DIRECTED BY RICHARD BARE WRITTEN BY DAVID LANG

Ad Mat 203—2 Col. x 5 inches (142 lines)

Ad Mat 202—2 Col. x 2¼ inches (62 lines)

Official Billing

(NOTE: This credit must be 50%)	**WARNER BROS.**	50%
	Pictures Presents	5%
	VIRGINIA MAYO • ZACHARY SCOTT • DOROTHY MALONE	100%
	in	
	"FLAXY MARTIN"	100%
	with	
	TOM D'ANDREA · HELEN WESTCOTT · DOUGLAS KENNEDY	20%
	Directed by Richard Bare	25%
	Written by David Lang	3%
	A WARNER BROS.-	5%
	First National Picture	1%

Produced by Saul Elkins 25%

NOTE: This credit appears only in Trade Paper, Magazine and Los Angeles Theatre advertising.

'FLAXY MARTIN', Warner Bros.' swiftly-paced melodrama of the big city with Virginia Mayo and Zachary Scott in starring roles. Dorothy Malone also shares stellar honors in the film, which opens Friday at the Strand Theatre.

Still 702-15 *Mat 702-2B*

WARNER BROS.' 'FLAXY MARTIN' COMING FRIDAY

Action and romance are closely welded in Warner Bros.' strong drama, "Flaxy Martin," which stars Virginia Mayo, Zachary Scott and Dorothy Malone. It opens Friday at the Strand Theatre. The plot revolves around the activities of a gambling syndicate, with Scott in the role of the young legal representative of the ring.

Miss Mayo plays her second starring part for Warners in the key feminine role. Miss Malone, fast climbing the ladder to stardom, plays the girl who helps Scott break away from his crooked associates.

Also prominent in "Flaxy Martin" is Douglas Kennedy, who plays the part of the shrewd head of the New York gambling syndicate.

'I MEAN BUSINESS . . .', declares Virginia Mayo, who plays the title role in Warner Bros.' exciting drama, "Flaxy Martin," which opens tomorrow at the Strand Theatre. Douglas Kennedy and Zachary Scott are the two who are being told off by the lady.

Still 702-16 *Mat 702-2A*

Virginia Mayo Considers Comedy Experience Good

The old custard-pie routine may have been, and undoubtedly was, hard on the mascara and the dignity of the actresses who suffered it, but getting a faceful of gooey pie is the best way Virginia Mayo can think of to train for serious dramatic acting.

Although Miss M. has never actually experienced the pie-in-the-dial abuse, she has undergone similar, more modern indignities as the blonde foil of Danny Kaye in four pictures and of the irrepressible Bob Hope in one.

She learned so well that now, with a new Warner Bros. contract tucked in her safe, Miss Mayo is appearing in her second dramatic role — the villainess, indeed, of "Flaxy Martin," with Zachary Scott and Dorothy Malone, which opens tomorrow at the Strand.

"It's easier to make the switch from comedy to drama than vice-versa," she says.

About the only shoving around that she can expect now as a dramatic actress is a sharp slap or a twisted arm, delivered by the villain. And by this time she has learned to take physical affronts with serenity.

VIRGINIA MAYO, ZACHARY SCOTT, DOROTHY MALONE

Still 702-624 *Mat 702-1D*

Zach Scott's Texas Drawl Retarded English Career

A trip to England as an able-bodied seaman aboard a freighter started Zachary Scott, starring in Warner Bros.' drama, "Flaxy Martin," opening Friday at the Strand, on a successfull acting career.

The first few weeks in the English capital were discouraging ones for Zachary Scott. There just weren't any parts for a lad with a Texas accent. Zach got around this obstacle by claiming to be an Australian.

In any event the lad from Texas was given the leading juvenile role in an English Repertory Company's production of "The Outsider," his first professional assignment. During the next 18 months Zachary Scott had appeared in some 20 films and had obtained experience valuable for his successful bid for cinema stardom some years later.

Scott had become so attached to England, so fond of the British people who had given him his first acting opportunity that he nearly settled permanently in that country. However, with parents and a very special girl friend, Elaine Anderson, in the United States he decided to return shortly before his 21st birthday. A few months later he married Elaine.

Scott again ran into accent trouble in seeking a career on the New York stage. During his years in England he had acquired an English accent and now the American producers said he sounded too British

Zachary and Elaine returned to Austin, Texas, where Zach obtained the job of director of the Austin Little Theatre while completing his college education.

Zach's second assault on Broadway after obtaining his B.A. degree was financially and artistically rewarding. Parts started to come his way culminating in the male lead in "Those Endearing Young Charms." It was in this play that he was discovered and signed to a long term contract by Jack Warner.

'Flaxy Martin' Opens Today

Three stars, Virginia Mayo, Zachary Scott and Dorothy Malone top the cast of Warner Bros.' swiftly-paced melodrama, "Flaxy Martin," which opens today at the Strand Theatre. From a story by David Lang, the drama reveals the operations of a shady gambling syndicate and it's grip on the lives of three individuals. Miss Mayo is cast as a cunning, unscrupulous show girl, named Flaxy Martin, who stops at little to attain her goal. Zachary Scott is a young lawyer who becomes involved in murder and gunplay. Miss Malone, the third starring member, plays the sympathetic part of Scott's sweetheart. Others in the cast are: Tom D'Andrea, Helen Westcott and Douglas Kennedy. Richard Bare directed for Warner Bros.

VIRGINIA MAYO

Still 696-502 *Mat 702-1B*

Douglas Kennedy Works Out Daily

Husky, 6 ft., 3 in. Douglas Kennedy keeps his weight down to a fighting 205 lbs. by daily workouts in the Warner Bros. Studios gym with Mushy Callahan, ex-junior welterweight champion of the world. Currently Kennedy is getting his exercise between scenes of "Flaxy Martin," starring Zachary Scott, Virginia Mayo and Dorothy Malone.

Used To Role

Tom D'Andrea didn't need any special coaching for his part of the garage mechanic in Warner Bros.' drama, "Flaxy Martin," which comes to the Strand soon. Tinkering with automobiles has long been his favorite hobby.

In "Fighter Squadron," another of Tom's recent films, he drove a jeep for the most part.

ZACHARY SCOTT

Still 681 ZS-94 *Mat 702-1A*

Virginia Mayo's Beauty Secret

The secret of Virginia Mayo's peaches-and-cream complexion may be that early-morning canter she and husband Michael O'Shea take regularly for about 4 miles in the morning on Valley trails along with the Zachary Scotts, with whom they've formed a "bridle and breakfast" club while Zachary and Virginia are starred in Warner Bros.' vivid drama, "Flaxy Martin," which opens Friday at the Strand Theatre for a run.

Texas Born Stars

Two Texas-born stars, Dorothy Malone and Zachary Scott appear in Warner Bros.' new drama, "Flaxy Martin," opening Friday at the Strand. Dorothy hails from Dallas, and Zach from Austin. Both are high on Warner's roster of stellar personalities in the limelight.

Dorothy is one of the busiest stars today. She was recently in "Two Guys From Texas" and "One Sunday Afternoon," both of which displayed her talents well. Zach is also well on the way following his parts in "Nora Prentiss" and "Whiplash."

In 'Flaxy Martin'

Virginia Mayo plays a stunning ex-"Scandals" showgirl in Warner Bros.' new drama, "Flaxy Martin," coming soon to the Strand Theatre. Zachary Scott and Dorothy Malone are also starred in the vivid tale.

DOROTHY MALONE

Still 702-265 *Mat 702-1C*

Window Tie-Up Stills

Available at your local exchange.

Men's Rainwear ZS-122	Jewelry Malone-371
Men's Sportswear ZS-113	Dresses Malone-359
Pipes ZS-115	Beachwear VM-105
Haberdashery ZS-57	Calem Handbags VM-6
Blouses Malone-418	Coats VM-144
Knitted Accessories Malone-419	Millinery VM-174

Roving Reporter Query

"Zachary Scott deliberately goes to jail for a crime committed by Flaxy Martin, the woman he loves, in the new Warner Bros. film by that name. How would *you* act in similar circumstances?"

Newspaper set-up like this . . . and how about your own reporter?

FREE! RADIO AIDS

Two informal radio interviews with Zachary Scott and Dorothy Malone! Each runs 5 minutes, including live-announcement time.

Order direct from Warner Bros. Campaign Plan Editor, 321 W. 44th St., N. Y. 18.

CONTEST IDEA

"Notorious Screen Heroines Contest" asks contestants to identify former film hits like "Mildred Pierce," "Nora Prentiss" and "Johnny Belinda." Scene stills from these pictures available at exchanges.

'FLAXY MARTIN' STUNTS

"Page-ing Miss Flaxy Martin . . ." idea can be set up with local bell captain a few days in advance of opening. Other variations on the same theme—"Reserved for Flaxy Martin" signs for restaurant and night-club tables, park benches, theatre seats. "Is there a Flaxy Martin in the house" gag line plugged by radio and night club emcees. And the "Can You Spot Flaxy Martin" idea — worked with cooperating newspaper that publishes route and hour of blonde mystery woman's appearance—with appropriate awards to first ten to identify her!

LOBBY POLL

Ballot box set-up features blow-ups of Virginia Mayo and Dorothy Malone. Accompanying display copy reads: "When Zachary Scott meets FLAXY MARTIN, he has to choose between Virginia Mayo and Dorothy Malone! Help him to decide — cast your vote here!" Set stunt for week preceding opening. Issue daily tallies — make it a close race, for opening day announcement with appropriate ad copy line sniped in across display.

THEATRE TIPS

POLICE BLOTTER: Facsimile of police blotter in lobby. Write in "Flaxy Martin" and a local-sounding address where name and address are indicated. Where "Booked on What Charge" indicated, write in appropriate line from ad copy. Snipe line across display reads: *"Watch out for FLAXY MARTIN! . . . She's dynamite!"*

LOBBY PHONE: Branch still No. 702-22 showing Zachary Scott on telephone is displayed alongside actual phone in lobby. Real phone is wired to inside office where girl answers on signal. Display card reads: *"He's connected with the most DANGEROUS number in town! Listen in! Pick up the phone!"* When patron lifts receiver, girl at other end spiels appropriately about playdate.

FLASH LOBBY

Ad Mat 301 (see page 2) suggests lobby display featuring silhouetted blow-up figure of Virginia Mayo with copy line reading: "Would *you* take a chance on a girl like FLAXY MARTIN?" Balance of ad art and copy is spotted around Mayo figure. Use spotlight, too.

ZACHARY SCOTT BOARD

Display scenes from Scott's past films—"The Mask of Dimitrios," "Mildred Pierce," "Stallion Road," "The Unfaithful"—with teaser copy asking patrons how many they can identify. Pass prizes for first ten persons who identify all correctly. Check National Screen for required stills.

Classified Ad

ROMANTIC? Enough to risk danger for a beautiful blonde? Call (theatre number) at once! Ask for FLAXY MARTIN.

Ask your Classified Ad man about Want-Ad Contest, too!

'WANTED' POSTER

Poster features head of Scott (from branch set), vital statistics and following copy, prominently spotted: *"Last seen heading toward (theatre). Known to be trailing FLAXY MARTIN!"*

THREE-SHEET

SIX-SHEET

All Campaign Aids
Available at
National Screen Service Exchanges

ONE-SHEET

COLORED 22 x 28

INSERT CARD

COLORED
11 x 14's
(Set of Eight)

40 x 60

SLIDE

PRINTED IN U. S. A

Scanned from the United Artists collection at the Wisconsin Center for Film and Theater Research, with support from Matthew and Natalie Bernstein.

http://wcftr.commarts.wisc.edu

MEDIA HISTORY DIGITAL LIBRARY

www.mediahistoryproject.org